

**Farmers Market Promotion Program (FMPP)  
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: [USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov); Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

<b>Report Date Range:</b> (e.g. September 30, 20XX-September 29, 20XX)	9/30/15-9/29/17
<b>Authorized Representative Name:</b>	Meredith Phillips Almeida
<b>Authorized Representative Phone:</b>	7182301689
<b>Authorized Representative Email:</b>	meredith@myrtleavenue.org
<b>Recipient Organization Name:</b>	Myrtle Avenue Revitalization Project LDC
<b>Project Title as Stated on Grant Agreement:</b>	Fresh Food Access and Education through Local Leadership with Public Housing Community Residents in Brooklyn, New York.
<b>Grant Agreement Number:</b> (e.g. 14-FMPPX-XX-XXXX)	15FMPPNY0139
<b>Year Grant was Awarded:</b>	2015
<b>Project City/State:</b>	Brooklyn, NY
<b>Total Awarded Budget:</b>	55,000

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

☒ Same Authorized Representative listed above (check if applicable).

☐ Different individual: Name: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
  - i. Goal/Objective 1: Provide access to fresh, local, affordable and traditionally familiar food to a minimum of 100 households by year 2
    - a. Progress Made: In partnership with Corbin Hill Food Project (CHGP), we completed 6 months of weekly distributions at 2 locations on Myrtle Avenue, completing our first year 1 cycle. We reached almost 300 boxes sold, reaching about 200 households to date. For year 2, we moved to bi-weekly distributions based on customer feedback, resuming in February (due to seasonality). We are holding steady at about 200 households who have been touched by the program, and nearing another 300 boxes sold in 2017.
    - b. Impact on Community: Local households have increased access to farm fresh, affordable produce. Many customers, especially those with low incomes are not shopping at, and are not even aware of local farmers markets. We are using our distribution to share information about fresh food accessibility, focusing this effort at the “Community Corner” segment of the program.
  - ii. Goal/Objective 2: Support regional farmers and local distribution initiatives like CHFP who offer an affordable buying model that is customizable to unique communities
    - a. Progress Made: We established a partnership with Corbin Hill Food Project, who works with a network of 2 dozen upstate farmers. They agreed to bring their “Community Connect” initiative to Fort Greene, offering an affordable pre-packed box that contains 5-6 items. For the pilot, we are sold the box at \$10, which is subsidized. The pilot took place in March and April 2016. For the seasonal program (June – November), we offered a sliding scale payment option with households opting into either a \$10 or \$12/box payment based on their ability to pay. We subsidized the remaining due to the farmer. For this year, we switched to a wholesale model, purchasing in bulk from Corbin Hill’s producers. This has lowered the cost of food supplies significantly, as the amount we were subsidizing to keep the program affordable was not sustainable.
    - b. Impact on Community: A new affordable, fresh produce outlet has been established, and is available to community members.
  - iii. Goal/Objective 3: Cultivate leaders of all ages and socio-economic backgrounds to ensure project sustainability and long-term investment for improving our local food system.
    - a. Progress Made: We have utilized full-time staff, part-time staff, and community volunteers of all ages to assist with outreach, phone calls and distribution. We also utilized teen volunteers from a local high school, who were fulfilling a community service learning requirement. We’ve had seniors from our senior programs assist with distribution, and a local teen spend the summer with us helping with outreach, calls and distribution. Local neighbors are the champions of this program.
    - b. Impact on Community: n/a
  - iv. Goal/Objective 4: Empower community members to make healthier choices by providing opportunities to gain increased food & health knowledge.

- a. Progress Made: We created a “Community Corner” component to help promote the fresh box program and share information with community members directly.
  - b. Impact on Community: For summer Saturdays, we set up an outreach site at Fort Greene Park, directly across the street from Whitman and Ingersoll Houses, where a large portion of our target audience resides. We call this outreach location our “community corner”, and used it to share information about the Farm Fresh Box, utilizing SNAP benefits at local farmers markets, and other food access initiatives. We also offered free cooking demonstrations and recipes utilizing healthy, affordable ingredients. We programmed the corner with activities for families and kids in order to attract the community to the location. We saw 25-40 visitors on each Saturday, and many people were not previously aware of the resources we shared with them.
- 2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2015). Include further explanation if necessary.
  - i. Number of direct jobs created: 1
  - ii. Number of jobs retained: 1 (MARF); jobs at 2 dozen farms supported
  - iii. Number of indirect jobs created: 0
  - iv. Number of markets expanded: 1 (Brooklyn market for CHFP)
  - v. Number of new markets established: 1 (Fort Greene as a new market for CHFP)
  - vi. Market sales: Total revenue generated for CHFP to date is \$12600
  - vii. Number of farmers/producers that have benefited from the project: 24 (CHFP network of farmers)
    - a. Percent Increase: n/a
- 3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

This initiative, as well as a separate fresh produce pantry initiative, are helping us target local residents who are the most in need of affordable produce, or access to it. We issued an Every Door Direct Mail via the USPS to every household in three public housing developments (5000) three times to share information about the fresh box program.

- 4. Discuss your community partnerships.
  - i. Who are your community partners?
    - Fort Greene SNAP – a CBO providing direct services to low-income residents, and others in our community who need services, advocacy and resources (ex. Residents of shelters)
    - Ingersoll Community Center – operated by University Settlement, serving residents of Ingersoll, Farragut and Whitman Houses (NYC Public Housing Authority)
    - Corkscrew Wine Shop – local, community minded small business serving as a distribution site for boxes
    - Red Lantern Bicycles – local, community minded small business serving as a distribution site
    - Grow NYC/local farmers market operator
  - ii. How have they contributed to the overall results of the FMPP project?

Our partners are offering locations for distribution of boxes, and assistance with outreach to our target community. The space for distribution is offered for free, so it is helpful in keeping costs low. Other partners assist with outreach to the target community.

- iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

- 5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

Corbin Hill Food Project is in effect, a contractual partner. They originally provided pre-packed boxes containing 5-6 items, sourced directly from their network of local farms. They were ultimately unable to offer us the discounted pricing they offered to other sites, so we worked with them to develop an alternative solution – wholesale purchasing of produce. This has been more cost effective and allows for greater variety for customers.

- 6. Have you publicized any results yet?\*
- i. If yes, how did you publicize the results?
- ii. To whom did you publicize the results?
- iii. How many stakeholders (i.e. people, entities) did you reach?

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

Throughout the project we have publicized availability of the Farm Fresh Box on our website, via social media, to direct mailing lists and via distribution of flyers. The target audience includes residents of Whitman, Farragut and Ingersoll Houses, residents living on or near Myrtle Avenue in Fort Greene and Clinton Hill, seniors residing in apartment complexes, coops and other residents near Myrtle. We have about 6000 followers on social media. We also presented at the monthly Community Board meeting, and a local press outlet (DNA Info) published a brief story based on that presentation, and at monthly resident meetings.

- 7. Have you collected any feedback from your community and additional stakeholders about your work?
- i. If so, how did you collect the information?
- ii. What feedback was relayed (specific comments)?

Yes. We provided a survey for all participants who purchased a Farm Fresh Box each week, and collect them on a rolling basis. So far, we have heard that price was the main determinant in choosing to purchase the farm box. Reactions are overwhelmingly positive to the program to date. People appreciate the sliding scale pricing, and prefer the wholesale model we used in year 2, because it allows them to select some of their box contents.

- 8. Budget Summary:
- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: ☐

I submitted the SF 425 on August 31, which represents the final one.

- ii. Did the project generate any income? Anything collected from customers was used to pay the farmers. No revenue was generated.
  - a. If yes, how much was generated and how was it used to further the objectives of the award?

9. Lessons Learned:

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).

We moved some distributions to an alternate location due to ease of logistics at the site. The location was still one block from public housing, as the one prior was. As stated earlier, Corbin Hill Food Project originally provided pre-packed boxes containing 5-6 items, sourced directly from their network of local farms. They were ultimately unable to offer us the discounted pricing they offered to other sites, so we worked with them to develop an alternative solution – wholesale purchasing of produce. This has been more cost effective and allows for greater variety for customers without increasing the cost to customers.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:

We wanted to target customers using EBT. We learned that it was more appropriate to target income levels eligible for EBT, because we had no control over whether customers would use their EBT to purchase their boxes, even though that was possible. Some preferred paying with cash.

- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

It was helpful to have a farm partner that represented a collaborative, and shared a similar mission in serving communities with low incomes. Since Corbin Hill Food Project had experience partnering on similar programs in other neighborhoods, we had a few options to choose from in terms of how they would service us. That helped when we needed to make adjustments to the program.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.

We will need to seek additional funding in order for the program to continue next season, as we subsidized the cost of boxes to keep them affordable. We have a number of locations willing to serve as distribution sites, and a number of trained volunteers ready to assist. There is the possibility of repeating with a wider sliding scale, meaning that some boxes would be available at a much higher price in order to subsidize the boxes for lower income residents without the need of a grant. We have to evaluate the market for purchasing of boxes at a significantly higher price in order to ensure the program would support itself. Another option would be to offer a limited season, with just a few distributions rather than 2/month over the course of many months. We look forward to fully debriefing with our partners at Corbin Hill once their busy season is complete.

- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?